

2014 SOUTHEASTERN APPLE GROWERS MEETING
Sponsored by the North Carolina Apple Growers, Inc.
Crowne Plaza Resort Asheville, NC
January 14-15, 2014

Tuesday, January 14, 2014

10:00 AM	Welcome and Opening Remarks Presiding - Mr. Jim Saylor, President, NC Apple Growers, Inc.
10:15	What is Social Media and How Can We Use in to Market Our Apples? Ms. Rita Robinette, FORESITE, Hendersonville, NC
10:40	Challenges and Constraints of Retail Marketing – Grower Panel --Mr. Jack Ruff, Moderator, NCDA&CS Marketing Specialist, Asheville, NC
11:25	NC Assessment Update and Funding Challenges Mr. Trey Enloe, Chair, Research Funding Support Committee, NC Apple Growers Association
11:45	Lunch and Visit Exhibit Area
1:30 PM	Update on Pending Regulations That Will Impact You! Ms. Debbie Hamrick, Director of Specialty Crops, NC Farm Bureau, Raleigh, NC
2:00	Addressing Food Safety Issues in Your Business – Grower Panel -- Mr. Jim Saylor, Saylor Orchard, Bakersville, NC -- Mr. Alan Deal, Deal Orchards, Taylorsville, NC -- Ms. Lisa Nix, Apple Wedge Packers, Hendersonville, NC
2:45	Break
3:00	Labor ISSUES.....and Options? – Panel -- Moderator - Mr. Mark Williams, Executive Director, Henderson County AgriBusiness Development, Hendersonville, NC --Representatives with various employment expertise
3:45	TBA
4:10	Adjournment
6:45	2014 Southeastern Apple Growers Meeting Banquet Master of Ceremonies: Mr. Chuck Francis, Waynesville, NC --Mr. Joshua Lozoff, Humorous after dinner entertainment

Wednesday, January 15, 2014

8:30 AM	Coffee in Exhibit Area
8:45	Welcome Presiding - Mr. Rick Moss, Vice President, NC Apple Growers, Inc
8:55	New Herbicide Options Mr. Wayne Mitchem, Orchard Floor Management Specialist, NCSU, Clemson and UGA

9:25	Apple Disease Management Considerations for 2014 Dr. Keith Yoder, Plant Pathology, Virginia Tech AREC, Winchester, VA
9:55	Making PGR Applications More Cost-Effective? Dr. Steve McArtney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
10:25	Break
10:45	Glomerella Leaf Spot Re-visited Dr. Keith Yoder, Plant Pathology, Virginia Tech AREC, Winchester, VA
11:15	How Do Newer Dwarfing Rootstocks Perform in NC? Dr. Mike Parker, Horticultural Science, NCSU, Raleigh, NC
11:45	Adjourn to the Exhibit Area for Lunch --Sandwiches, chips and drink will be provided in the Exhibit Area
12:45 PM	Improved Monitoring Programs for Key Insect Pests Dr. Jim Walgenbach, Entomologist, NCSU, Mills River, NC
1:15	What's the Latest Buzz on Pollination? Dr. David Lockwood, Plant Sciences, UT, Knoxville, TN
1:45	Current Issues in Tree Fruit Production Dr. Steve McArtney, Regional Apple Specialist, NCSU, Clemson, UGA and UT, Mills River, NC
2:15	Plantings for the Future - Orchard Design, Varieties and Rootstocks for Our Business and Markets -Grower Panel --Mr. Greg Nix, Moderator and Presenter, Apple Wedge Packers, Hendersonville, NC --Mr. David Lillard/Tom Mercier, Mercier Orchards, Blue Ridge, GA --Mr. Richard Staton, The RichMind Company, Hendersonville, NC --TN Grower
3:15	Individual State Business Meetings Followed By Adjournment of the 2014 Southeastern Apple Growers Meeting

-----Auxiliary Program-----

Tuesday, January 14

8:00AM	Registration
10:00	Hospitality Room Opens
6:45 PM	Banquet and Program Speaker

Wednesday, January 15

9:30-11:30 AM	Bingo Luncheon
Noon	